

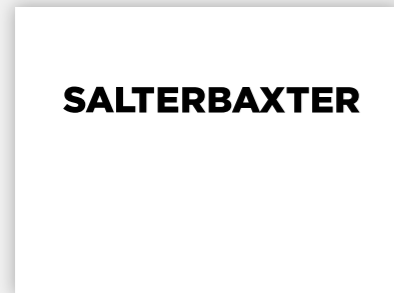


# Stories of WBA's Alliance

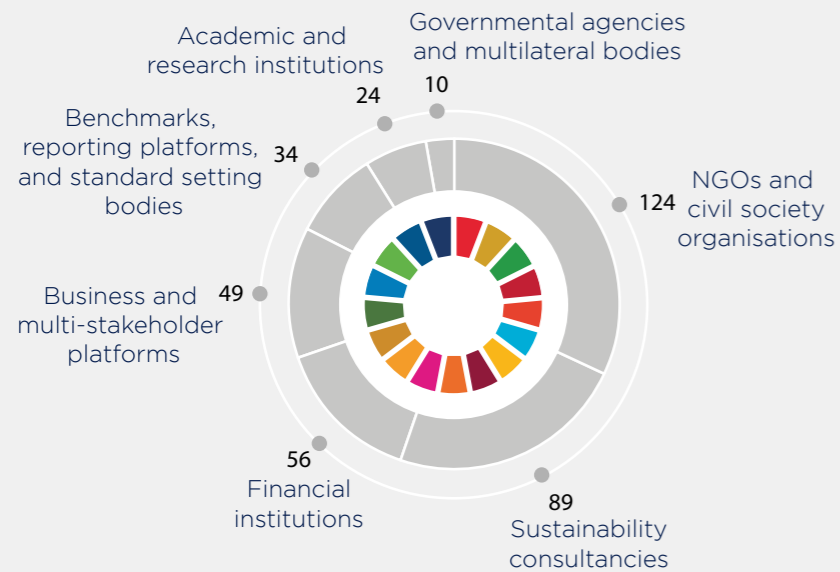
# About the Alliance

WBA Allies represent organisations working at global, regional, and local levels to shape the private sector's contributions to achieving the SDGs. Echoing the true spirit of SDG17 - Partnerships for the Goals - our Allies represent diverse constituencies committed to benchmarks, cross-sector partnerships, and collective action as critical drivers of systemic progress towards the SDGs.

This book chronicles the stories of Allies from various stakeholder groups. Read about how these organisations are actively creating impact on-ground in many regions across the world and contributing to the SDG movement.

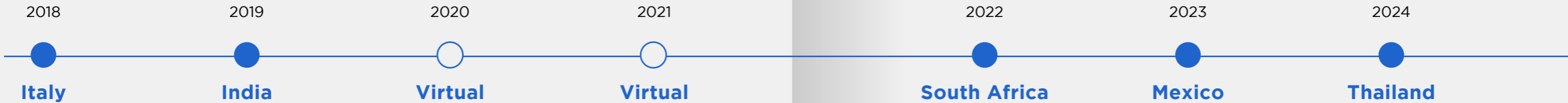


Division of stakeholder groups of Allies



# Allies Assembly

The Allies Assembly is WBA's annual gathering, where this #SDG17 community comes together to inspire global and diverse partnerships to drive collective actions on sustainable development. The 3 day conference has several program elements through which Allies jointly consider how this multi-stakeholder movement for business action towards the global goals has evolved and how we can continue to create positive impact together. Beyond Allies, several program elements are open to all local, regional and global stakeholders to facilitate and bring in a new lens to the movement and keep it inclusive.



## Facts and figures



**Name of the organisation:**

Access to Nutrition Initiative



**Location:**

Based in the Netherlands, projects covering food markets globally and regionally, specifically in Asia, Africa, Europe, North, Central and Latin America



**Stakeholder group:**

Benchmark, reporting platform, and standard setting body



**Mission:**

Transforming markets so that at least half of companies' food & beverage sales are derived from healthy products by 2030 and contribute to healthy, sustainable diets for all

**SDGs in focus:**



## Alliance in Action

# WBA and ATNI Collaborate to Drive Private Sector Accountability in Healthy Foods

### 1 WBA and ATNI exchange data to enhance their respective global Indexes

For the 4<sup>th</sup> Global Access to Nutrition Index (2021) and for the first Food and Agriculture Benchmark (FAB) (2021), WBA and ATNI shared data reducing duplication of effort and increasing impact. For the next FAB and Global Index 2024, we will continue sharing data and strive for alignment in measurement and analysis. WBA benefits from nutrition data and ATNI benefits from WBA data on climate and the environment.

### 2 WBA and ATNI develop metrics to improve corporate accountability for stocktaking processes, like at UNFSS

WBA and ATNI are developing metrics – in equity, environment and human health/nutrition – that will help to measure private sector contributions to food systems. The metrics are in alignment with the Paris Agreement, the Global Biodiversity Framework, the Nutrition for Growth Summit, the World Health Assembly's global nutrition targets and the overall SDG 2030 agenda calling upon us all to leave no one behind.

### 3 WBA, the Food Foundation and ATNI collaborate to drive the need for the use of consistent metrics by national governments

In 2021-2022 ATNI joined the WBA and Food Foundation initiated Coalition to help steer governments, businesses, civil society and investors to use consistent metrics for assessing the food industry's role in food system transformation nationally and globally. The coalition intends to co-create a toolkit for tracking progress in the food industry in different countries around the world.

Alliance in Action

# Building a foundation of trust between corporate decision-makers and rights-holders in Japan

## 1 Support for widespread adoption of benchmarking amongst Japanese companies

CRT Japan acknowledges cultural differences in values, leading to a lack of nuanced understanding of CHRB and Social Benchmarks, posing obstacles to their broader adoption by Japanese companies. To address this, we have held joint webinars with CHRB and WBA members, providing comprehensive insights that take the cultural context into consideration. These seminars have served as opportunities to share the latest findings, methodologies, and future direction of WBA benchmarks with Japanese companies, thus leading to greater understanding.

## 2 Framework for establishing a management system based on UNGPs

We conduct quantitative analysis by effectively utilising WBA's benchmarks as a method that enables us to objectively analyse the status of corporate initiatives and determine the direction of each company's initiatives. This enables us to advise companies on how to proactively make decisions based on the UNGPs and respond appropriately when their management identifies human rights challenges for vulnerable rights-holders, including those in their supply chains.

## 3 Initiatives for building a trust-based relationship between the CHRB team and Japanese companies

CRT Japan hosts its annual Global Conference on Business and Human Rights in Tokyo, where the CHRB team has been a recurring presenter. We share insights from the CHRB and Social Benchmarks, helping Japanese companies explore the status and future direction of their efforts aligned with the UNGPs. This event provides an opportunity to foster a trust-based relationship between the CHRB team and Japanese companies.

## Facts and figures



**Name of the organisation:**

Caux Round Table Japan



**Location:**

Tokyo, Japan



**Stakeholder group:**

NGOs/civil society organisation



**Mission:**


Support corporate efforts to build a management structure based on the UNGPs in order to increase intangible assets


**SDGs in focus:**





# Leveraging the Power of Benchmarking Through Country Snapshots


## Facts and figures

 **Name of the organisation:**  
Danish Institute for Human Rights

 **Location:**  
Denmark, Kenya and Colombia

 **Stakeholder group:**  
Government agency/multilateral body

 **Mission:**  
Our aim is to support the development of stronger and more coherent human rights systems, where every actor fulfils their mandate, and contributes to the protection and promotion of human rights

 **SDGs in focus:**  
Human rights aspects of all SDGs. For this work in particular 8 and 12



### 1 The Danish Institute for Human Rights has supported in the development of country snapshots using the CHRB core indicators in Denmark

In 2020 and 2022, the Danish Institute for Human Rights led in the development of country snapshots on company disclosures on human rights against the UNGP core indicators of the Corporate Human Rights Benchmark in Denmark. The benchmarks were highly effective in 1) encouraging companies to improve their human rights due diligence, 2) engaging investors, 3) feed into policy discussions on mandatory human rights due diligence.

### 2 Building corporate awareness of business and human rights in Kenya

In 2023, the Kenyan National Commission on Human Rights led in the development of country snapshots, with support of the Danish Institute for Human Rights, utilizing the UNGP core indicators of the Corporate Human Rights Benchmark in Kenya. The activity to conduct the benchmark was a follow up to the National Action Plan on business and human rights. It included 31 companies. The snapshot has helped support business awareness and areas for improvement, as well as the discussions on the need for additional policy and regulatory measures.

### 3 Providing transparency and insights to contribute to human rights due diligence policy developments in Colombia

In 2023 the Danish Institute for Human Rights worked the Colombian NHRI (Defensoria del Pueblo de Colombia) and a consultancy team to develop a country snapshot utilizing the UNGP core indicators of the Corporate Human Rights Benchmark in Colombia. The Benchmark covered 23 companies. The study has just been finalised, and outreach still ongoing and also being referenced in the processes around human rights due diligence policy developments.

# Leading investor actions in the Social Collective Impact Coalition

## 1 Engaging with ESG service providers and proxy voting advisors on their Human Rights Due Diligence offers

Along with other investors, Scottish Widows wrote to several data providers and proxy advising agencies to express their requirements regarding the availability and use of data to establish a baseline on expectations from companies on Human Rights Due Diligence provisions. This initiative has already generated a lot of discussion and is moving to its next phase with specific engagement activities between service providers and investors.

## 2 Engaging with investee holdings on material systemic issues, including social factors and nature and biodiversity

In 2022, Scottish Widows added human rights as a Stewardship priority and have prioritized companies with high human rights related risks for engagement. WBA's Corporate Human Rights Benchmark and Social Transformation Framework are used to support analysis and engagement. Scottish Widows are currently undergoing a similar exercise for the Nature and Biodiversity theme and will be utilising the WBA's Nature Benchmark as a core input.

## 3 Using WBA's Just Transition Framework to shape strategic direction

Scottish Widows engaged with the WBA to discuss its new Just Transition methodology and benchmark, looking at company readiness to achieve a Just Transition. WBA's results revealed shortcomings at the majority of the companies assessed. Scottish Widows highlighted the important work of the WBA and called on the pensions industry to put pressure on companies in the Just Transition report, [The Just Way](#).

## Facts and figures



**Name of the organisation:**

Scottish Widows



**Location:**

HQ in Edinburgh, operations across the UK



**Stakeholder group:**

Financial institution



**Mission:**

Taking on Your Future Together – helping people plan their financial futures





**SDGs in focus:**


Whilst Scottish Widows do not lead with SDGs, there are clearly articulated Stewardship Policies that focus on:


1. Climate and the Environment (including Nature and Biodiversity, and the Just Transition)
2. Human rights (encompassing the direct workforce and those within the supply chains)
3. Cognitive Diversity on Boards (representing society, including but not limited to gender, ethnicity, and social background)


## Facts and figures

 **Name of the organisation:**  
Salterbaxter

 **Location:**  
London, New York, Los Angeles,  
Sydney

 **Stakeholder group:**  
Sustainability consultancy

 **Mission:**  
To help companies challenge the  
status quo, drive systematic change  
and deliver what the world needs  
most, progress not promises.

 **SDGs in focus:**  
All the SDGs are connected to our  
work on different levels.

## Alliance in Action

# Creating a Progress movement, and the tool to deliver on it

## 1 ProgressPoint; a new data tool to benchmark company progress against the future

We were privileged to have WBA as a strategic partner in building ProgressPoint, a new data and strategy diagnostic tool focused on delivering progress against the SDGs. We harnessed WBA's benchmark data as the hardwire measure for progress, building around it our own Progress Framework to assess sustainability performance, leadership and engagement. This gives businesses their sustainability roadmap to unlock growth whilst delivering against the SDGs.

## 2 Working together to create the Progress mindset

Building on our shared philosophy of driving true progress, with support from the WBA, we published our Directions Report, *Turning Promises in Progress*. Shared globally across Publicis Groupe and its international network and client base, the publication called for a new mindset shift and a focus on working backwards from the future and the conditions needed for business, nature and society to survive and flourish.

## 3 Joining forces to take our Progress movement to the front line

To directly reach businesses, we hosted UK, Europe and US-focused events to educate and inspire those in leadership positions to think and act differently when it comes to their sustainability performance and progress. For too long companies have focused on incremental improvements or performance relative to peers whilst losing sight of the bigger planetary picture. Together we are working to challenge and change that.

**SALTERBAXTER**



# Collaborating on the SDGs in China

## 1 Creating corporate accountability reporting for Chinese Tech and empowering youth globally

In 2022-2023, Green Light Year Youth Research groups developed two China Digital Inclusion reports aligned with the WBA Digital Inclusion benchmark. These reports were highly impactful and gained widespread attention from businesses, academics, and industrial associations, igniting a youth movement. These youth groups leveraged social media to connect big tech's ESG performances with SDG achievements raising awareness. The 2022 China report was showcased at Global Youth Climate Week attracting 10k+ online viewers.

## 2 Bridging Global Connections: China's Leading New Energy Entrepreneurs

Shanghai Green Light-Year (GLY) played a pivotal role in introducing WBA's Climate benchmark findings with China's leading New Energy Entrepreneurs. At GLY's annual ESG Forum for Low-carbon Development in Sep 2022, WBA introduced the Climate Benchmarks to 80+ individuals from the Yangtze Delta region. This impactful event was covered by 8 national and local newspapers, reaching an extensive audience of 1M+ readers, symbolizing GLY's commitment to fostering global-local connections.

## 3 Fostering a regional Ally community in China

The International Business School (IBSS) Suzhou of Xi'an Jiaotong Liverpool University became China's first academic Ally of WBA, leading to an online meeting with three other Chinese Allies and the WBA team. Together, we established a regional Ally networking mechanism to enhance collaboration. IBSS consistently supplies students to join GLY Youth Research groups, and GLY trains them. In 2023, over 120 IBSS student volunteers, nearly 50% of GLY's annual intake, contributed to WBA's China benchmark reports. Six additional Chinese universities have reached out, expressing interest in similar collaborations, expanding our efforts in ESG and SDG-related research.

## Facts and figures



**Name of the organisation:**  
Shanghai Green Light-Year  
Environmental Service Center



**Location:**  
Headquartered in Shanghai, with  
presence in the Jiangsu province



**Stakeholder group:**  
NGOs/civil society organisation



**Mission:**  
A leading SDG Education  
organisation in China, making  
sustainable development relevant  
for everyone



**SDGs in focus:**  
SDG 12, SDG 4, SDG 11, SDG 13, SDG 7,  
SDG 15, SDG 8, SDG 5 (by priority)



绿色光年  
GREEN LIGHT-YEAR

## Facts and figures



**Name of the organisation:**

Columbia Center on Sustainable Investment (CCSI)



**Location:**

Headquartered in New York, with a global scope of work, including projects in Sub-Saharan Africa, Southeast Asia, and Latin America



**Stakeholder group:**

Academic/research institution



**Mission:**

CCSI's mission is to develop and advance policies and practices that shape investment to contribute to, rather than undermine, sustainable development.



**SDGs in focus:**

All SDGs

## Alliance in Action

# Working together on nature, climate, and human rights in the finance & food sectors

### 1 Integrating Human Rights into Private Sector Approaches to Nature

As part its [ALIGN](#) project in partnership with IIED and Namati, CCSI works to integrate respect for human rights into private sector climate and nature initiatives. As a WBA Ally, in 2022, [CCSI worked with WBA](#) to ensure the methodology for its Nature Benchmark aligned with international human rights standards. Through open and in-depth consultations with experts and civil society, WBA created a high-quality benchmark that supports the advancement of practices at the intersection of nature and human rights –including among companies and other nature standards.

### 2 Together, we built the capacity of financial institutions on their role in decarbonizing the real economy

At New York Climate Week in September 2023, WBA and the Climate Law and Finance Initiative (a joint initiative of CCSI and the Sabin Center for Climate Change Law) [co-hosted](#) an event on the role of financial institutions in decarbonizing the real economy. This event shared critical insights with financial institutions and other attendees based on the findings and recommendations of CCSI's [Finance for Zero](#) report, learnings from the ACT Initiative's finance sector method road-test, WBA's Financial Systems Benchmark, and the European Finance Climate project.

### 3 Using WBA data to help advance investor engagement on the food sector's impacts in Mexico

In November 2023, CCSI published a report on effective shareholder to address the food sector's SDG-related impacts in Mexico. The report's assessment of companies features WBA's Food & Agriculture Benchmark, Nature Benchmark, and Corporate Human Rights Benchmark. Insights for this report were also gained at WBA's Allies Assembly, which facilitated fruitful exchanges among academic, civil society, company, and financial sector stakeholders in Mexico City. Read the report [here](#).

## Join this global Alliance

We're focused on broadening the regional representation of our Alliance to build a truly global and inclusive movement. Each new Ally brings fresh energy and new perspectives to the challenges we collectively face. From its inception, WBA has understood that success rests on building a diverse and representative global network of stakeholders from the public, private, and civil society sectors.

Since the launch of our global consultation in September 2017, the Alliance has grown, as of mid-2023, to over 375 organisations. We look forward to continuing to grow and strengthen the Alliance as we work towards greater corporate transparency, leadership, and accountability on the SDGs.

### If you'd like to join us in our efforts, please reach out to our team:

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